Lyon Upswing

Published for the Dealers of Lyon Metal Products, Incorporated

Vol. VI | General Offices, Aurora, Illinois, February, 1948 | No. 2

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ADVERTISING PROFITS DEALERS

Guide Lyon Advertising

Here are the men who will formulate Lyon advertising campaigns. Left to right around the table are L. B. Rhodes, Lyon advertising manager, Art Reincke, agency account executive, Ken Powelson, Lyon ass't advertising manager, Wallace Meyer, president of Reincke, Meyer and Finn, H. B. Spackman, Lyon executive vice president in charge of sales, Chick Reincke, secretary and treasurer of the agency, and Gordon Taylor, account executive.

East Rutherford Plumbing Supply Marks Sixteenth Anniversary

This year marks the sixteenth anniversary of the East Rutherford Plumbing Supply Co., Lyon Dealer of Rutherford, New Jersey.

The story of the growth and development of this company is largely the story of one man's ambitions, hard work, intelligence and initiative. His name is Joseph Cammarota, founder and still the principal in the business today.

Joe Cammarota has proved one thing for all time—that with ambition and a desire to work, no man need be afraid of future security. Joe started his business, without a cent of capital, just 16 years ago at the bottom of the depression. Today he looks out upon a fine virile plumbing supply business—and it is all his own.

To go back to the beginning, Joe's family moved to East Rutherford in 1899. He attended the local grammar school but quit when he was 13 and went to work. Subsequently, he became a plumber, heating and general contractor. Then came the 'crash' with work scarce and customers unable to pay the bills they owed. Joe didn't have any money but he spotted one of his present stores which had been vacant several years. He placed his tools in the window as his stock in trade. He borrowed a used stove (for which he later paid $3.00), fixed it up and sold it for $6.00. This gave him the necessary "working capital" with which to start. Joe had to work daylight hours only because he didn't have any electricity.

The business expanded rapidly with Joe's wife, Marie, taking care of the store in his absence. They expanded from 1 store to 4. Today they own and operate

(Continued on Page 2, Col. 2)

New Ad Agency to Promote Steel Campaign in 1948

In keeping with Lyon's policy of maintaining an aggressive national advertising campaign the company recently moved the account to a new advertising agency, Reincke, Meyer and Finn of Chicago. The new agency, in addition to providing a fresh approach to the "You Furnish The Steel" campaign, is busy formulating plans for a forthcoming advertising program.

Current plans call for extensive promotion of Lyon's steel campaign because of its invaluable aid in keeping Lyon and Lyon dealers in the forefront on delivery of much needed steel products. The day when manufacturers will have all the sheet steel they require is not yet in sight and the situation is not likely to improve during 1948 when the plan for European aid will go into effect.

Dealers who have been taking advantage of this advertising help and talking "You Furnish The Steel" to all their customers are reducing backlog orders and creating more and more satisfied customers. These days it isn't difficult to create a satisfied customer when you can provide a method which will insure speedy delivery on quality steel products. The steel furnishing program is a sure method for Lyon dealers.

During 1948 Lyon's advertising story will be carried in all of the principal executive production publications. This list of national trade publications was carefully selected to carry Lyon advertising to all potential customers and markets. The list also was designed to give the most intensive coverage in these potential markets. During the course of 1948 Lyon advertising will appear in the following list of publications, the names of which are indicative of the broad coverage that Lyon's steel story and products will receive.

Automotive Industries
Business Week
Electrical Manufacturer
Electrical Merchandiser
Factory
Hardware Age
House Furnishing Review
Iron Age
Institutions

(Continued on Page 4, Col. 2)

Dealer Opens Modern Appliance and Display Center to Serve Wash. DC.

The Washington Gas Light Company, West Hyattsville, Maryland recently opened their new commercial offices and appliance display center in the newly developed Queens Chapel Shopping area. The presence of government officials and prominent citizens together with a directors meeting of the Prince Georges Chamber of Commerce marked the grand opening.

Visitors included William A. Carson, chairman of the Board of County Commissioners; Perry O. Wilkinson, chairman of Prince Georges County delegation, Maryland State Legislature; Dwight B. Galt, chairman of the Washington Suburban Sanitary Commission. Representatives of the management of the Washington Gas Light Company included President Marcy L. Sperry, Vice President and General Manager, Everett J. Boothby, Vice President and Treasurer Robert C. Owers and Director of Sales Roger A. Gordon.

Mr. Sperry explained that the modern public service building in the Hyattsville area was part of his company's program to offer increasingly better facilities to the population of Greater Washington.

It was announced that a wide variety of customer services would be conducted in the new building including payment of bills, applications for service, sales of appliances, and a home service in formation center.

Displays include examples of the

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Editor.....Karl Vehe

Staff Photographer.....Bob Murphy

Pictures, news notes and articles are welcome. Send them in care of Upswing, Lyon Metal Products, Incorporated, General Offices, Aurora, Ill.

LYON DEALER NEWS

Horace M. Laurence, Lyon dealer in Philadelphia, recently sent out a postcard mailing featuring the Lyon Tool Toter and Lyon Drawer Units. Copy included information on sizes and prices.

* * *

Charlottsville Auto Parts Corp., Charlottsville, Virginia, is making plans for an advertising campaign in which Lyon products will play a featured role.

* * *

A Tacoma, Washington dealer, A. H. Geiger, pushed Lyon Linoleum Sink Tops and Lyon Conveyors at the 45th Annual Show of the Lumbermen's Retail Ass'n which was held in Spokane on February 16, 17, and 18. Every visitor to this dealer's booth received a special circular showing the outstanding reasons why Lyon Sink tops are the most attractive and most waterproof on the market.

* * *

Roy D. Adams, General Sales Manager of Chanslor & Lyon Co., recently announced the appointment of R. C. Tyson to the position of Sales Manager of the firms Los Angeles branch. Mr. Tyson has been with the company since 1941 and his new position climaxes 22 years of experience in the automotive industry.

* * *

Little Potts, Kitchen cabinet dealer in Baltimore, Maryland, has been using the Baltimore News Post to let the local citizens know they have Lyon sinks available.

* * *

Dunmore's, Atlanta, Georgia, recently took space 5 col. x 14 inches in the Atlanta Journal to advertise Lyon Shop Equipment. The ad carried illustrations and copy on 22 different items in the shop equipment line. Mr. Dunmore reported that response to the ad was very gratifying.

Dealer Puts Sign On The Shortage of Steel

The current steel shortage and the resulting slowdown in the delivery time on manufactured steel products has, more than once, called for sales ingenuity on the part of dealers. The H. F. Soderling Co. of Seattle, Washington recently had the opportunity to show this type of salesmanship and they came through admirably.

This dealer was furnishing steel equipment for the remodeling of a large dental supply house and the customer was depending on the dealer for Lyon steel shelving for a new stock room. When the date of their Grand Opening drew near they began to think about their shelving or, rather their lack of shelving, because they did not want to have their old fashioned wood bins misconstrued as a remodeling program. They were anticipating hundreds of visitors and, naturally, wanted to make the best impression possible. The wide awake dealer came to the rescue by having two signs printed, one for each end of the racks of bins, telling the visitors that the shelving was to be replaced with Lyon steel shelving (see picture). The dental supply company, realizing that the best had been made of an unavoidable situation, was very pleased with the sign idea.

The sign idea kept paying off when one of the visitors at the open house read the name Lyon Metal Products and placed a large locker order with the dealer.

ANNIVERSARY —

(Continued from Page 1, Col. 2)

5,000 sq. ft. of floor space for business purposes which includes a large warehouse and a show room with 50 foot frontage. Plans are now underway for the expansion of present warehouse facilities.

This year Joe Cammarota continues with his plans for expansion. He recently opened up another branch store, "Lyndhurst Plumbing Supply" at 400 Valley Brook avenue, Lyndhurst.

This new retail outlet gives Joe an additional 1,000 sq. ft. of floor space to assist in answering the ever increasing demand for "availability now."

Now active in the business beside Joseph Cammarota are his two sons John R. and Albert G. Cammarota plus Garry L. Markowsky. Evelyn E. Cammarota handles the office details.

Mills-Morris Company, Memphis, Tennessee devoted two page to Lyon products in the January issue of their publication, "Merchandiser". The publication is distributed to over 9,800 prospects in the Memphis area

Sign of the Times

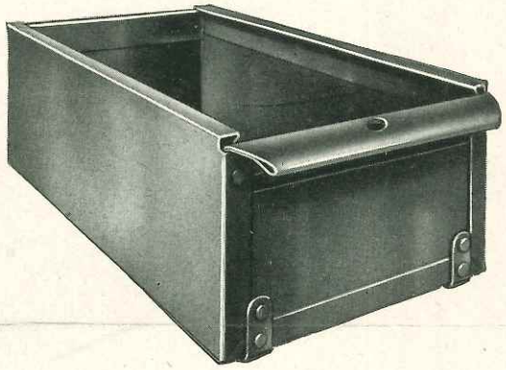
A Seattle, Washington dealer, H. F. Soderling Co. put this sign on the old type shelving in a customers' stockroom and their Grand Opening went off without a hitch (see story).

Sales Booster

Eastern Fire Equipment, Inc., Portland, Maine, stepped-up their promotional efforts by the above pictured full page (back cover) run in "Occupational Hazards" magazine. The ad reached the attention of 22,959 potential customers . . . "Hazards," dealing with personnel and employee relations, has this national circulation among a wide-spread industrial field.

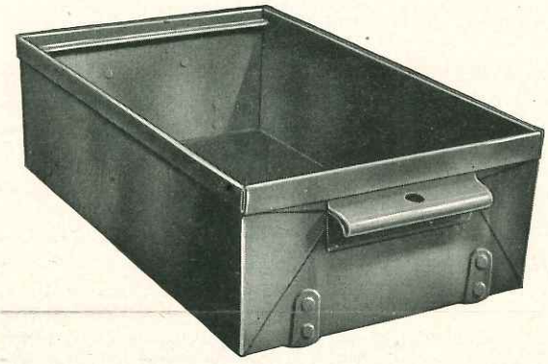
LYON STEEL SHOP BOXES

FOR EFFICIENT MATERIAL HANDLING



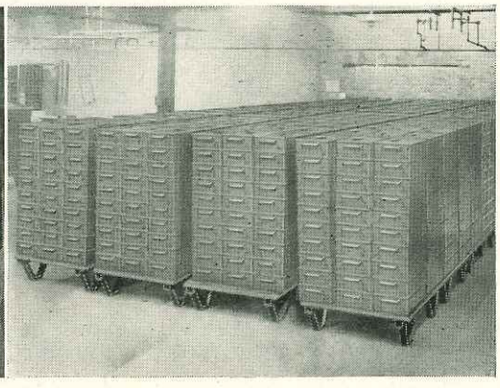
Style "O"

1. Designed for handling loads from 50 to 125 pounds.
2. Formed from 18 gauge steel. Bottom and sides are one piece with ends welded in.
3. The stacking rail is integral part of the side giving great strength.
4. The full width rigid handle is an integral part of each end adding strength to the ends.
5. Heavy rivets at all top corners prevent tearing.
6. "V" runners riveted to ends form a cradle in which the box rests preventing distortion of bottom.
7. Adaptable for assembly lines (boxes can be staggered), skids (stack interlocks positively) conveyors (banging or jamming will not damage) or floor (will ride any type floor).



Style "H"

1. Built for loads of 75 to 125 pounds.
2. Formed from single piece of 18 gauge steel.
3. Stacking rails are integral part of ends, assuring exceptional strength.
4. Rigid handle fitted under hem of end and riveted to box assuring safe, sure grip.
5. Runners form cradle in which box rests.
6. Corners formed for added reinforcement.
7. Especially adaptable for gravity conveyors or skids.



WHERE THEY'RE USED

Assembly Lines — *These boxes are ideal for assembly line use in moving large quantities of parts. Runners adapt boxes for conveyor use. Boxes retain shape after slamming and banging.*

Electrotypers — *Shop boxes hold large quantities of scrap metal and wood for salvage.*

Foundries — *Use depends on size of foundry and types of work done. A quick survey of the plant will reveal spots where boxes can be put to efficient use.*

Factories — *Almost any size or type of factory business will have operation or storage problems where shop boxes can provide the answer.*

Industrial Plants — *Use on assembly lines, for parts in work, in stockrooms and storerooms, in the toolroom and in the shipping room.*

Plumbing Shops — *Use as individual storage for all types of pipe fittings and connections.*

Printing Plants — *Can use for collecting and storing metal cuttings and used type until ready for recasting.*

Shops — *Uses here are almost unlimited. A quick survey will suggest various uses for boxes that will save both time and money in addition to increasing plant efficiency.*

Stockrooms & Store Rooms — *Boxes can be used to store material compactly and securely. Best suited where material is requisitioned by the box.*

•

THESE ARE ONLY TYPICAL USES
. . . YOU WILL FIND OTHERS

In Business Sixteen Years

Joseph Cammarota is shown discussing the merits of the Lyon kitchen cabinet line with his daughter, Evelyn. Mr. Cammorata is president of the East Rutherford Plumbing Supply Co. and is observing his sixteenth year in business. *(Story on page 1)*

FIDDLINGS

"You are charged," said the judge, "with throwing your mother-in-law out of the window. Have you anything to say?"

"Yes, your honor, I did it without thinking."

"I realize that, my good man, but don't you see how dangerous it was for anyone who might have been passing at the time."

As the social worker was passing his cell, she asked the prisoner:

"Was it your love of drink that brought you here?"

"No, miss," he replied. "You can't get nothin' in here."

Pat was determined to pass by his favorite tavern on his way home. As he approached, he became somewhat shaky but, steeling himself, he passed on. Then after going about fifty yards, he turned and said to himself: "Well done, Pat, me boy. Come back and I'll treat ye."

Little five-year-old Jimmy was walking along the street with little Betty, four. As they were about to cross the street, Jimmy remembered his mother's teaching.

"Let me hold your hand," he offered gallantly.

"Okay," replied Betty, "but I want you to know you're playing with fire."

ADVERTISING —

(Continued from Page 1, Col. 4)

Jobber Topics
Mill & Factory
Mill Supplies
Modern Industry
Modern Machine Shop
Nations Schools
Office Appliances
Purchasing
School Management
Southern Power & Industry
Western Industry

Dealer customers have and are furnishing steel in direct response to the swap steel for products story. This idea for securing orders and reducing backlogs should be brought out on every selling call as advertising cannot be expected to carry the ball alone.

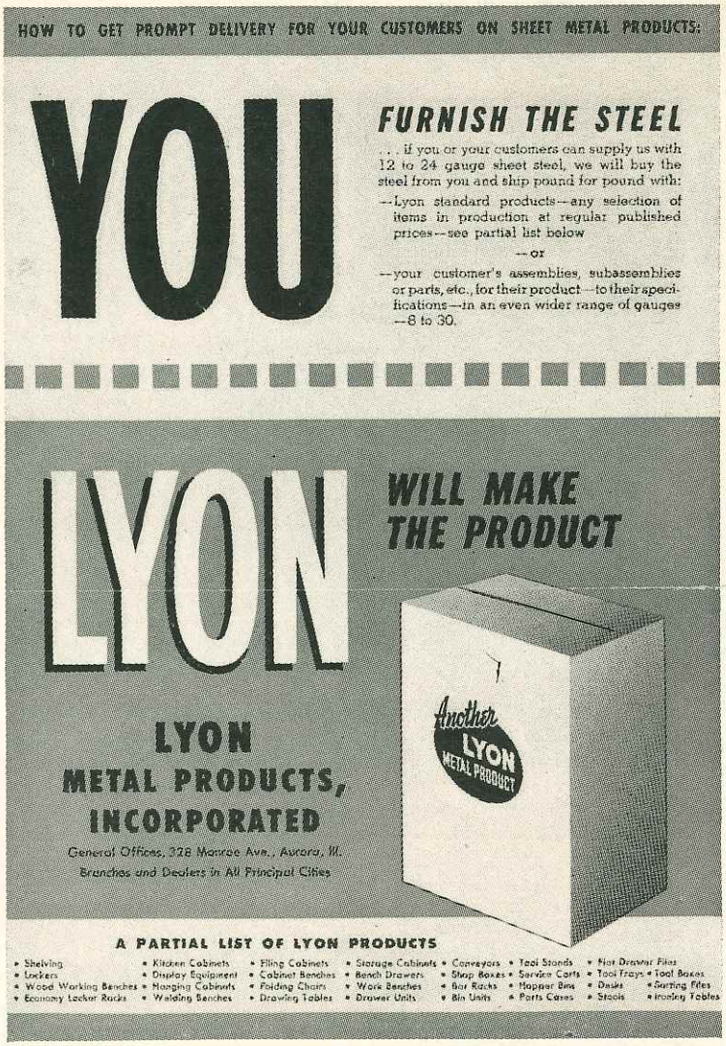
When the day of plenty arrives "You Furnish The Steel" advertising will have brought attention to the firm and its products, maintained customer interest, and broadened customer acceptance. These are indirect benefits of the campaign that cannot be discounted at this time.

APPLIANCE CENTER —

(Continued from Page 1, Col. 3)

most modern of gas appliances, some in the natural setting of an ultra modern kitchen, by Lyon. A number of kitchen arrangements were shown by using the miniature kitchen set.

The new building emphazises improved lighting, ventilation, heating and cooling. The air conditioning unit is an application of gas refrigeration and gas heating combined into one unit for controlling the indoor atmosphere.



This is a reproduction of the current steel campaign ad now running in two colors in a carefully selected list of national publications. This is the type of advertising that is laying the groundwork for dealers who are taking advantage of the "You Furnish The Steel" program.

Up In Front With Lyon

The Lyon kitchen is right up in front in the modern new appliance display center of the Washington Gas Light Co. in West Hyattsville, Md. *(Story on page 1)*